

MEETING AGENDA COMMISSION ON FASHION ARTS & EVENTS

September 11, 2014 – 7:00pm

Sherwood Recreation Center- 2nd Floor Small Room

Public Comment Period

Call to Order

Roll Call

Adoption of the Agenda

Adoption of the Minutes

Chairperson's Report

Committees' Report and Recommendations

- 1. Retail- Alida- report on Red Pump Project and Proclamation and date of Event June 21st for Commissioners to attend and present proclamation with Alida. Fashion Film attendance and strategy, Meeting DCBIA (Fashion Corridor/Streetscape) and retailers and TownHall Meeting to be scheduled- deadline.**
- 2. Education- Janice- status of engaging the schools**
- 3. Marketing/Publicity- Michelle Shableski, Marcus Williams and Mariessa- Michelle and Marcus to discuss creating vision and objectives/strategies with group from mandate/strategy meeting with themes to create Marketing Plan/action steps. Develop a CFAE one-pager to start distributing and social media campaign. Create that communication vehicle.**
- 4. External Affairs- Jennifer Fisher- report on outreach with Government Accountability Office and report out on meeting with Councilmember Jack Evans office and developing letter to get signatures and distribute. Set deadlines and return letter to Cm Evans- Outcome from CFAE Advocacy meetings. What partnerships created?**
- 5. Finance and Budget- Christine Brooks-Cropper- meeting with Rich Nichols (Chief of Staff, DMPED) submitted request for FY14 \$100,000 and FY15 \$3 million. Budget request in review process. CM Grasso Arts Task Force goal budget- sustainable funding attended two meetings, Creative Economy Strategy launch July 16th**
- 6. Fundraising- New Commissioner/TBD will take this position and conduct as least one fundraiser- set deadline and fundraising goals/strategy**

Old Business:

Posting of meeting notice, agenda, minutes and by-laws to DMPED website- POC Update and once Proclamation signed by Mayor post to page

Strategic Planning Session- goals, vision and status of Report- CFAE will have to finalize the Marketing Committee has been working on this. Report Out

New Business:

Project or Event to complete for FY14- Membership Drive (Connie B) and study/data to address the profitability and viability of the commission

Top Two Projects- FY15- Fashion Awards (Susan Clampitt & Michelle Shableski) and Creative Economy Policy Forum (TBD). Idea from Commissioner- Scholarship of one dc fashion designer/house participating in Fashion Week- NY, Milan, London and Paris. CFAE sponsoring through fundraiser to put DC on map

Nominate Officers (Vice Chair, Treasurer and Secretary)- September Vote

CFAE Meeting Quarterly (Sept, Dec, March, June) Committee Meetings in between Commissioners Projects and Announcements

Ex-Officio nonvoting members- agency announcements that connect to CFAE

Adjournment